

Rep Order# 6844820 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 8:07 AM 1 of 4

EC'd Yes Last Received: 08/26/2012 8:01 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1562
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$18,900
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/01-10/01	1	1	1	\$700.00	
	2	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
	3	F	6A-7A	AM NEWS	:30	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	4	TU	7A-9A	TODAY SHOW	:30	\$2,000.00	09/25-09/25	1	1	1	\$2,000.00	
	5	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	6	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	7	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	
	8	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	9	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	10	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	11	TH	12P-1P	NOON NEWS	:30	\$300.00	09/27-09/27	1	1	1	\$300.00	

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	12	TU	1P-2P	DYAS OF OUR LIVES	:30	\$350.00	09/25-09/25	1	1	1	\$350.00	
	13	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/28-09/28	1	1	1	\$350.00	
	14	W	2P-3P	THE DOCTORS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	15	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	16	F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	17	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/01-10/01	1	1	1	\$1,800.00	
	18	W	6P-630P	6PM NEWS	:30	\$2,000.00	09/26-09/26	1	1	1	\$2,000.00	
	19	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	20	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
	21	F	1235A-135A	JIMMY FALLON	:30	\$150.00	09/28-09/28	1	1	1	\$150.00	
	22	W	430A-459A	EARLY TODAY	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	23	TU	430A-459A	EARLY TODAY	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	24	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	25	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
	26	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	27	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	09/29-09/29	1	1	1	\$300.00	

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Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson () ANJIE BRADY
Estimate# 1562 Agency C/P1/P2/E 321/340/1562
Buyer CASEY BESSETTE Flight Dates 09/25/2012 - 10/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
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	28	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	29	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	30	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	31	SU	12A-1A	BROTHERS & SISTERS	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	

--REPORT TOTALS--
Report Totals: 31 / \$18,900.00

--SALES MONTHLY TOTALS--

Sep 12: 26 / \$15,250.00 Oct 12: 5 / \$3,650.00
Sales Totals: 31 / \$18,900.00
Station Totals: 31 / \$18,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$57,273	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12, NOV11, MAY12, ENOV12
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE

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